

**State of Maine**  
**RFP / Proposal Master Score Sheet**

SCORESHEET FOR RFP# 202007123: Maternal Opioid Model Outreach and Marketing									
PROPOSAL SUBMITTED BY:		JSI Research and Training Institute, Inc.		Matter Communications		Park Circle Technologies		Results Marketing & Design, Inc. d/b/a Ethos	
COST:		Cost:	\$455,000.00	Cost:	\$455,000.00	Cost:	\$452,800.00	Cost:	\$ 450,735.47
EVALUATION ITEM	POINTS AVAIL.								
Section II: Organization Qualifications and Experience	25	22.00		15.00		13.00		24.00	
Section III: Proposed Services	40	37.00		15.00		20.00		38.00	
Section IV: Cost Proposal	35	34.62		34.62		34.78		34.94	
TOTAL	100	93.62		64.62		67.78		96.94	
PROPOSAL SUBMITTED BY:		Rinck Advertising			Small Mammal Advertising		Warp + Weft, LLC		
COST:		Cost:	\$454,750.00		Cost:	\$ 450,000.00		Cost:	\$ 455,000.00
EVALUATION ITEM	POINTS AVAIL.								
Section II: Organization Qualifications and Experience	25	22.00			18.00		21.00		
Section III: Proposed Services	40	35.00			20.00		25.00		
Section IV: Cost Proposal	35	34.63			35.00		34.62		
TOTAL	100	91.63			73.00		80.62		

Janet T. Mills  
Governor

Jeanne M. Lambrew, Ph.D.  
Commissioner



Maine Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

## **Award Justification Statement**

### **RFP# 202007123 Maternal Opioid Model Outreach and Marketing**

#### **I. Summary**

Through RFP# 202007123 the Department sought proposals for Maternal Opioid Model Outreach and Marketing services. Seven (7) Bidders responded to RFP# 202007123, JSI Research and Training Institute, Inc., Matter Communications, Park Circle Technologies, Results Marketing & Design, Inc. d/b/a Ethos (Ethos), Rinck Advertising, Small Mammal Advertising and Warp + Weft, LLC. Through the evaluation process, Ethos was the highest scoring Bidder and determined to provide the best value to the State of Maine.

#### **II. Evaluation Process**

An evaluation team comprised of State employees, applied the consensus method in scoring the Bidders Qualifications & Experience and Proposed Services. Scores for the Cost Proposal were assigned using a mathematical formula as outlined in the RFP.

#### **III. Qualifications & Experience for Ethos**

- Project examples were clearly defined and well-organized and relevant to the requested services.
- Have provided various services for the State and Department. The Department's experience with the Bidder has been overall positive.

#### **IV. Proposed Services for Ethos**

- Provided a detailed plan for stakeholder engagement and outreach, including details related to the specific methods and strategies to be utilized.
- Showed good understanding of the target population who will be a focus of these services and approach to reach the population. (i.e. Focus on smartphone)

#### **V. Cost**

Ethos provided a proposed cost of \$450,735.47.

#### **VI. Conclusion**

Out of 100 possible points, Ethos scored a 96.94, which was the highest point total awarded by the evaluation team. The strengths of Ethos's proposal include a strong organization with relevant experience and a complete and detailed proposed scope of service. The Evaluation Team has determined the proposal submitted by Ethos represents the best value to the State of Maine.

**From:** [Charette, Thomas](#)  
**To:** [karyn\\_madore@jsi.com](mailto:karyn_madore@jsi.com)  
**Cc:** [Charette, Thomas](#)  
**Subject:** Proposal Evaluation Notification for RFP 202007123 MaineMOM Communication - JSI  
**Date:** Monday, November 9, 2020 9:20:37 AM  
**Attachments:** [AL\\_RFP\\_202007123-JSI.doc.pdf](#)

---

Good morning Ms. Madore,

The Department's Evaluation Team concluded the evaluations of all proposals submitted for the Office of MaineCare Services RFP 202007123 MaineMOM Communication.

The attached letter identifies the awarded Bidder selected through the evaluation process.

Thank you.

Tom Charette  
Management Analyst  
DHHS/Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, ME 04333

[RFP.DHHS@maine.gov](mailto:RFP.DHHS@maine.gov)

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Janet T. Mills  
Governor

Jeanne M. Lambrew, Ph.D.  
Commissioner



Maine Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

November 9, 2020

Via Electronic Mail: [karyn\\_madore@jsi.com](mailto:karyn_madore@jsi.com)

JSI Research & Training Institute, Inc.  
Karyn Madore, NH Communications Director  
501 South Street, 2<sup>nd</sup> Floor  
Bow, NH 03304

SUBJECT: Notice of Conditional Contract Award under RFP #202007123, Maternal Opioid  
Model Outreach and Marketing

Dear Ms. Madore:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of MaineCare Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to:

- Results Marketing & Design, Inc. d/b/a Ethos

Results Marketing & Design, Inc. d/b/a Ethos (Ethos) received the evaluation team's highest ranking. The Department will be contacting Ethos soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and Ethos. Ethos shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.


As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract.

Any person aggrieved by this award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Division of Purchases, Chapter 120, § (2) (2).

Thank you for your interest in doing business with the State of Maine.

Sincerely,

DocuSigned by:  
  
3C31413C9F12439...

Michelle S. Probert  
Director  
Office of MaineCare Services

**From:** [Charette, Thomas](#)  
**To:** [clairep@matternow.com](mailto:clairep@matternow.com)  
**Cc:** [Charette, Thomas](#)  
**Subject:** Proposal Evaluation Notification for RFP 202007123 MaineMOM Communication - MC  
**Date:** Monday, November 9, 2020 9:20:33 AM  
**Attachments:** [AL\\_RFP\\_202007123-MC.doc.pdf](#)

---

Good morning Ms. Papanastasiou,

The Department's Evaluation Team concluded the evaluations of all proposals submitted for the Office of MaineCare Services RFP 202007123 MaineMOM Communication.

The attached letter identifies the awarded Bidder selected through the evaluation process.

Thank you.

Tom Charette  
Management Analyst  
DHHS/Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, ME 04333

[RFP.DHHS@maine.gov](mailto:RFP.DHHS@maine.gov)

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Janet T. Mills  
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Jeanne M. Lambrew, Ph.D.  
Commissioner



Maine Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

November 9, 2020

Via Electronic Mail: [clairep@matternow.com](mailto:clairep@matternow.com)

Matter Communications  
Claire Papanastasiou  
50 Water St., Mill 3  
Newburyport MA 01950

SUBJECT: Notice of Conditional Contract Award under RFP #202007123, Maternal Opioid  
Model Outreach and Marketing

Dear Ms. Papanastasiou:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of MaineCare Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to:

- Results Marketing & Design, Inc. d/b/a Ethos

Results Marketing & Design, Inc. d/b/a Ethos (Ethos) received the evaluation team's highest ranking. The Department will be contacting Ethos soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and Ethos. Ethos shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.


As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract.

Any person aggrieved by this award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Division of Purchases, Chapter 120, § (2) (2).

Thank you for your interest in doing business with the State of Maine.

Sincerely,

DocuSigned by:  
  
3C31413C9F12439...

Michelle S. Probert  
Director  
Office of MaineCare Services



**From:** [Charette, Thomas](#)  
**To:** [Ranjeeta Nanda](#)  
**Cc:** [Charette, Thomas](#)  
**Subject:** Proposal Evaluation Notification for RFP 202007123 MaineMOM Communication - PCT  
**Date:** Monday, November 9, 2020 9:20:52 AM  
**Attachments:** [AL\\_RFP\\_202007123-PCT.doc.pdf](#)

---

Good morning Ranjeeta Nanda,

The Department's Evaluation Team concluded the evaluations of all proposals submitted for the Office of MaineCare Services RFP 202007123 MaineMOM Communication.

The attached letter identifies the awarded Bidder selected through the evaluation process.

Thank you.

Tom Charette  
Management Analyst  
DHHS/Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, ME 04333

[RFP.DHHS@maine.gov](mailto:RFP.DHHS@maine.gov)

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Governor

Jeanne M. Lambrew, Ph.D.  
Commissioner



Maine Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

November 9, 2020

Via Electronic Mail: [ranjeeta@parkcircletech.com](mailto:ranjeeta@parkcircletech.com)

Park Circle Technologies  
Ranjeeta Nanda, CEO  
16 Park Circle  
Short Hills NJ 07078

SUBJECT: Notice of Conditional Contract Award under RFP #202007123, Maternal Opioid  
Model Outreach and Marketing

Dear Ranjeeta Nanda:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of MaineCare Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to:

- Results Marketing & Design, Inc. d/b/a Ethos

Results Marketing & Design, Inc. d/b/a Ethos (Ethos) received the evaluation team's highest ranking. The Department will be contacting Ethos soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and Ethos. Ethos shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.


As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract.

Any person aggrieved by this award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Division of Purchases, Chapter 120, § (2) (2).

Thank you for your interest in doing business with the State of Maine.

Sincerely,

DocuSigned by:  
  
3C31413C9F12439...

Michelle S. Probert

Director

Office of MaineCare Services

**From:** [Charette, Thomas](#)  
**To:** [tdarling@ethos-marketing.com](mailto:tdarling@ethos-marketing.com)  
**Cc:** [Charette, Thomas](#); [Remillard, Liz](#); [Grant, Sarah](#); [Tosswill, Julie](#)  
**Subject:** Proposal Evaluation Notification for RFP 202007123 MaineMOM Communication - RMD  
**Date:** Monday, November 9, 2020 9:20:28 AM  
**Attachments:** [AL\\_RFP\\_202007123-RMD.doc.pdf](#)

---

Good morning Mr. Darling,

The Department's Evaluation Team concluded the evaluations of all proposals submitted for the Office of MaineCare Services RFP 202007123 MaineMOM Communication.

The attached letter identifies the awarded Bidder selected through the evaluation process.

Thank you

Tom Charette  
Management Analyst  
DHHS/Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, ME 04333  
(207) 287-8604

[RFP.DHHS@maine.gov](mailto:RFP.DHHS@maine.gov)

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Governor

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Commissioner



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Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

November 9, 2020

Via Electronic Mail: [tdarling@ethos-marketing.com](mailto:tdarling@ethos-marketing.com)

Results Marketing & Design, Inc. d/b/a Ethos  
Ted Darling, CFO  
17 Ash Street  
Westbrook, ME 04092

SUBJECT: Notice of Conditional Contract Award under RFP #202007123, Maternal Opioid  
Model Outreach and Marketing

Dear Mr. Darling:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of MaineCare Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to:

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Thank you for your interest in doing business with the State of Maine.

Sincerely,

DocuSigned by:  
  
3C31413C9F12439...

Michelle S. Probert  
Director  
Office of MaineCare Services

**From:** [Charette, Thomas](#)  
**To:** [Nikki Jarvais](#)  
**Cc:** [Charette, Thomas](#)  
**Subject:** Proposal Evaluation Notification for RFP 202007123 MaineMOM Communication - RA  
**Date:** Monday, November 9, 2020 9:20:47 AM  
**Attachments:** [AL\\_RFP\\_202007123-Rinck.doc.pdf](#)

---

Good morning Ms. Jarvais,

The Department's Evaluation Team concluded the evaluations of all proposals submitted for the Office of MaineCare Services RFP 202007123 MaineMOM Communication.

The attached letter identifies the awarded Bidder selected through the evaluation process.

Thank you.

Tom Charette  
Management Analyst  
DHHS/Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, ME 04333

[RFP.DHHS@maine.gov](mailto:RFP.DHHS@maine.gov)

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Governor

Jeanne M. Lambrew, Ph.D.  
Commissioner



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Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

November 9, 2020

Via Electronic Mail: [nikki@rinckadvertising.com](mailto:nikki@rinckadvertising.com)

Rinck Advertising  
Nikki Jarvais, Senior Account Manager  
113 Lisbon Street  
Lewiston ME 04240

SUBJECT: Notice of Conditional Contract Award under RFP #202007123, Maternal Opioid  
Model Outreach and Marketing

Dear Ms. Jarvais:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of MaineCare Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to:

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Results Marketing & Design, Inc. d/b/a Ethos (Ethos) received the evaluation team's highest ranking. The Department will be contacting Ethos soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and Ethos. Ethos shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).


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Thank you for your interest in doing business with the State of Maine.

Sincerely,

DocuSigned by:  
  
3C31413C9F12439...

Michelle S. Probert  
Director  
Office of MaineCare Services

**From:** [Charette, Thomas](#)  
**To:** [Leslie McCurry](#)  
**Cc:** [Charette, Thomas](#)  
**Subject:** Proposal Evaluation Notification for RFP 202007123 MaineMOM Communication - SMA  
**Date:** Monday, November 9, 2020 9:21:08 AM  
**Attachments:** [AL\\_RFP\\_202007123-SMA.doc.pdf](#)

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Good morning Ms. McCurry,

The Department's Evaluation Team concluded the evaluations of all proposals submitted for the Office of MaineCare Services RFP 202007123 MaineMOM Communication.

The attached letter identifies the awarded Bidder selected through the evaluation process.

Thank you.

Tom Charette  
Management Analyst  
DHHS/Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, ME 04333

[RFP.DHHS@maine.gov](mailto:RFP.DHHS@maine.gov)

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Governor

Jeanne M. Lambrew, Ph.D.  
Commissioner



Maine Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

November 9, 2020

Via Electronic Mail: [leslie@smallmamm.al](mailto:leslie@smallmamm.al)

Small Mammal Advertising  
Leslie McCurry  
50 Franklin St.  
Boston MA 02110

SUBJECT: Notice of Conditional Contract Award under RFP #202007123, Maternal Opioid  
Model Outreach and Marketing

Dear Ms. McCurry:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of MaineCare Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to:

- Results Marketing & Design, Inc. d/b/a Ethos

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Thank you for your interest in doing business with the State of Maine.

Sincerely,

DocuSigned by:  
  
3C31413C9F12439...

Michelle S. Probert

Director

Office of MaineCare Services

**From:** [Charette, Thomas](#)  
**To:** [jennie@warpweftbranding.com](mailto:jennie@warpweftbranding.com)  
**Cc:** [Charette, Thomas](#)  
**Subject:** Proposal Evaluation Notification for RFP 202007123 MaineMOM Communication - WW  
**Date:** Monday, November 9, 2020 9:21:22 AM  
**Attachments:** [AL\\_RFP\\_202007123-WW.doc.pdf](#)

---

Good morning Ms. Malloy,

The Department's Evaluation Team concluded the evaluations of all proposals submitted for the Office of MaineCare Services RFP 202007123 MaineMOM Communication.

The attached letter identifies the awarded Bidder selected through the evaluation process.

Thank you.

Tom Charette  
Management Analyst  
DHHS/Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, ME 04333

[RFP.DHHS@maine.gov](mailto:RFP.DHHS@maine.gov)

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Janet T. Mills  
Governor

Jeanne M. Lambrew, Ph.D.  
Commissioner



Maine Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

November 9, 2020

Via Electronic Mail: [jennie@warpweftbranding.com](mailto:jennie@warpweftbranding.com)

Warp + Weft LLC  
Jennie Malloy, Owner + Director of Strategy  
162 Main Street  
Auburn ME 04210

SUBJECT: Notice of Conditional Contract Award under RFP #202007123, Maternal Opioid  
Model Outreach and Marketing

Dear Ms. Malloy:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of MaineCare Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to:

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Results Marketing & Design, Inc. d/b/a Ethos (Ethos) received the evaluation team's highest ranking. The Department will be contacting Ethos soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and Ethos. Ethos shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.


As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract.

Any person aggrieved by this award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Division of Purchases, Chapter 120, § (2) (2).

Thank you for your interest in doing business with the State of Maine.

Sincerely,

DocuSigned by:  
  
3C31413C9F12439...

Michelle S. Probert  
Director  
Office of MaineCare Services

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** JSI Research & Training Institute, Inc.

**DATE:** October 14, 2020

\*\*\*\*\*

**DEPARTMENT NAME:** Department of Health and Human Services

**NAME OF RFP COORDINATOR:** Tom Charette

**NAMES OF EVALUATORS:** Heather Albert, Dara Fruchter, Sarah Grant, Rachel McLean,  
Liz Remillard

\*\*\*\*\*

**SUMMARY PAGE**

		<u>Points Awarded:</u>
<b><u>Numerical Score:</u></b>		
Section II. Organization Qualifications and Experience (Max: 25 Pts)		<b>22.00</b>
Section III. Proposed Services (Max: 40 Pts)		<b>37.00</b>
Section IV. Cost Proposal (Max: 35 Pts)		<b>34.62</b>
<b>TOTAL POINTS</b> (Max: 100 Points)		<b>93.62</b>



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** JSI Research & Training Institute, Inc.

**DATE:** October 14, 2020

\*\*\*\*\*

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

**Total Points Available: 25**

**Score: 22.00**

\*\*\*\*\*

**Evaluation Team Comments:**

Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"><li>• Demonstrated experience with developing and designing campaigns and materials related Maternal substance use however examples did not demonstrate a high level of creativity.</li><li>• Referenced health equity and outcomes as part of their previous experiences.</li><li>• Indicated an understanding of strategies to reach vulnerable population in order to promote positive end results.</li><li>• Experience providing similar services to other state governments/agencies.</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• None proposed.</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• None.</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• Provided.</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** JSI Research & Training Institute, Inc.

**DATE:** October 14, 2020

\*\*\*\*\*

**EVALUATION OF SECTION III  
Proposed Services**

**Total Points Available: 40**

**Score: 37.00**

\*\*\*\*\*

**Evaluation Team Comments:**

Section III. Proposed Services
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• Knowledgeable about communicating/marketing to maternal OUD population.</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• Clear five (5) phased approach to the strategic communication plan.</li><li>• Proposing to test messages and tailor messages to specific demographics.</li><li>• Proposed having a 'MaineMOM Ambassador' in different areas of the State.</li><li>• Indicated a focus on messaging to minorities including Native American tribes of the State.</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• Identified an approach to project management.</li><li>• Indicated the project manager is SCRUM certified.</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• Provided a clear and detailed implementation plan.</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** JSI Research & Training Institute, Inc.

**DATE:** October 14, 2020

\*\*\*\*\*

**EVALUATION OF SECTION III  
Cost Proposal  
Price: Comparison with Lowest Bid**

**Total Points Available: 35**

**Score: 34.62**

\*\*\*\*\*

Lowest submitted Cost Proposal	÷	Cost Proposal being scored	x	Score Weight	=	Score
\$450,000.00	÷	\$455,000.00	x	35 points	=	34.62

**Evaluation Team Comments:**

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**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Matter Communications

**DATE:** October 14, 2020

\*\*\*\*\*

**DEPARTMENT NAME:** Department of Health and Human Services

**NAME OF RFP COORDINATOR:** Tom Charette

**NAMES OF EVALUATORS:** Heather Albert, Dara Fruchter, Sarah Grant, Rachel McLean,  
Liz Remillard

\*\*\*\*\*

**SUMMARY PAGE**

		<u>Points Awarded:</u>
<b><u>Numerical Score:</u></b>		
Section II. Organization Qualifications and Experience (Max: 25 Pts)		<b>15.00</b>
Section III. Proposed Services (Max: 40 Pts)		<b>15.00</b>
Section IV. Cost Proposal (Max: 35 Pts)		<b>34.62</b>
<b>TOTAL POINTS</b> (Max: 100 Points)		<b>64.62</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Matter Communications

**DATE:** October 14, 2020

\*\*\*\*\*

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

**Total Points Available: 25**

**Score: 15.00**

\*\*\*\*\*

**Evaluation Team Comments:**

Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"><li>Two of the three project examples provided were relevant to the services requested in the RFP, however the size/scope of the project examples were not similar.</li><li>Redundant statements related to the organizational qualifications and experience.</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>None proposed.</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>Did not respond to this section.</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>Provided a certificate of insurance, however the Bidder's Workers' Compensation insurance was expired.</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Matter Communications

**DATE:** October 14, 2020

\*\*\*\*\*

**EVALUATION OF SECTION III  
Proposed Services**

**Total Points Available: 40**

**Score: 15.00**

\*\*\*\*\*

**Evaluation Team Comments:**

Section III. Proposed Services
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• Did not demonstrate an understanding of the stigmas related to Maternal OUD.</li><li>• Did not specifically address requirements of this section, instead provided their overall approach to this type of services.</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• Did not elaborate or detail the requirements of this section.</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• Did not respond to this section.</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• Did not cover the initial period of performance.</li><li>• Did not detail all the project activities to be completed.</li><li>• Did not provide the implementation – work plan in a timeline chart.</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Matter Communications

**DATE:** October 14, 2020

\*\*\*\*\*

**EVALUATION OF SECTION III  
Cost Proposal  
Price: Comparison with Lowest Bid**

**Total Points Available: 35**

**Score: 34.62**

\*\*\*\*\*

<b>Lowest submitted Cost Proposal</b>	<b>÷</b>	<b>Cost Proposal being scored</b>	<b>x</b>	<b>Score Weight</b>	<b>=</b>	<b>Score</b>
<b>\$450,000.00</b>	<b>÷</b>	<b>\$455,000.00</b>	<b>x</b>	<b>35 points</b>	<b>=</b>	<b>34.62</b>

**Evaluation Team Comments:**

- Cost for initial period of performance is heavily allocated towards salaries.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Park Circle Technologies

**DATE:** October 14, 2020

\*\*\*\*\*

**DEPARTMENT NAME:** Department of Health and Human Services

**NAME OF RFP COORDINATOR:** Tom Charette

**NAMES OF EVALUATORS:** Heather Albert, Dara Fruchter, Sarah Grant, Rachel McLean,  
Liz Remillard

\*\*\*\*\*

**SUMMARY PAGE**

		<u>Points Awarded:</u>
<b><u>Numerical Score:</u></b>		
Section II. Organization Qualifications and Experience (Max: 25 Pts)		<b>13.00</b>
Section III. Proposed Services (Max: 40 Pts)		<b>20.00</b>
Section IV. Cost Proposal (Max: 35 Pts)		<b>34.78</b>
<b>TOTAL POINTS</b> (Max: 100 Points)		<b>67.78</b>



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Park Circle Technologies

**DATE:** October 14, 2020

\*\*\*\*\*

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

**Total Points Available: 25**

**Score: 13.00**

\*\*\*\*\*

**Evaluation Team Comments:** Proposal was presented in a way that made it hard to read.

Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"><li>• Project examples were not relevant to the services requested in the RFP.</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• Proposing to utilize two (2) subcontractors for press release and radio broadcast services.</li><li>• Appears much of the work to be performed as part of this project, will be performed by the proposed subcontractors.</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• None.</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• Provided.</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Park Circle Technologies

**DATE:** October 14, 2020

\*\*\*\*\*

**EVALUATION OF SECTION III  
Proposed Services**

**Total Points Available: 40**

**Score: 20.00**

\*\*\*\*\*

**Evaluation Team Comments:**

Section III. Proposed Services
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• Response was not specific to the population these services would be intended to serve.</li><li>• Did not respond to A. 2. – A. 5.</li><li>• Response to this section lacked details.</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• Did not provide detail related to B. 1. a. through c.</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• Did not respond to this section.</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• Provided limited details related to the tasks, the person or positions responsible for completing each task or tasks to be delegated to subcontractors.</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Park Circle Technologies

**DATE:** October 14, 2020

\*\*\*\*\*

**EVALUATION OF SECTION III  
Cost Proposal  
Price: Comparison with Lowest Bid**

**Total Points Available: 35**

**Score: 34.78**

\*\*\*\*\*

Lowest submitted Cost Proposal	÷	Cost Proposal being scored	x	Score Weight	=	Score
\$450,000.00	÷	\$452,000.00	x	35 points	=	34.78

**Evaluation Team Comments:**

- Did not define indirect expense or percentage.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Results Marketing & Design, Inc. d/b/a Ethos

**DATE:** 10/19/2020

\*\*\*\*\*

**DEPARTMENT NAME:** Department of Health and Human Services

**NAME OF RFP COORDINATOR:** Tom Charette

**NAMES OF EVALUATORS:** Heather Albert, Dara Fruchter, Sarah Grant, Rachel McLean,  
Liz Remillard

\*\*\*\*\*

**SUMMARY PAGE**

		<u>Points Awarded:</u>
<b><u>Numerical Score:</u></b>		
Section II. Organization Qualifications and Experience (Max: 25 Pts)		<b>24.00</b>
Section III. Proposed Services (Max: 40 Pts)		<b>38.00</b>
Section IV. Cost Proposal (Max: 35 Pts)		<b>34.94</b>
<b>TOTAL POINTS</b> (Max: 100 Points)		<b>96.94</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Results Marketing & Design, Inc. d/b/a Ethos

**DATE:** 10/19/2020

\*\*\*\*\*

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

**Total Points Available: 25**

**Score: 24.00**

\*\*\*\*\*

**Evaluation Team Comments:**

Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"><li>• Project examples were clearly defined, well-organized and relevant to the requested services.</li><li>• Project examples demonstrate creative and conceptual expertise of the Bidder.</li><li>• Included a layout of the Bidder's team which consisted of specific team members and their experience, and demonstrates a well-developed organizational structure.</li><li>• Experience related to substance use disorder issues and normalizing naloxone.</li><li>• Have provided various services for the State and Department. The Department's experience with the Bidder has been overall positive.</li><li>• Recently provided the Department with outreach services to Medicaid and potentially eligible Medicaid member, related to the COVID-19 pandemic.</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• None proposed.</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• None.</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• Provided.</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Results Marketing & Design, Inc. d/b/a Ethos

**DATE:** 10/19/2020

\*\*\*\*\*

**EVALUATION OF SECTION III  
Proposed Services**

**Total Points Available: 40**

**Score: 38.00**

\*\*\*\*\*

**Evaluation Team Comments:**

Section III. Proposed Services
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• Showed an excellent understanding of the target population who will be a focus of these services and approach to reach the population.</li><li>• Identified smartphones as the key to communicating with the audience, based on the Bidder's research.</li><li>• Proposed outreach to Maine's tribes and minority populations.</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• Provided a comprehensive, highly detailed plan for stakeholder engagement and outreach, including details related to the specific methods and strategies to be utilized.</li><li>• Proposing to distribute provider toolkits.</li><li>• Proposing to hold online focus groups, including providing incentives to participants.</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• Did not address reporting requirements as part of this section but did integrate them into Part II. B. Strategic Communication Plan Requirements.</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• Provided a clear and detailed implementation – work plan.</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Results Marketing & Design, Inc. d/b/a Ethos

**DATE:** 10/19/2020

\*\*\*\*\*

**EVALUATION OF SECTION III  
Cost Proposal  
Price: Comparison with Lowest Bid**

**Total Points Available: 35**

**Score: 34.94**

\*\*\*\*\*

Lowest submitted Cost Proposal	÷	Cost Proposal being scored	x	Score Weight	=	Score
\$450,000.00	÷	\$450,737.47	x	35 points	=	34.94

**Evaluation Team Comments:**

- Clearly defined budget with reasonable media buy cost.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Rinck Advertising

**DATE:** 10/19/2020

\*\*\*\*\*

**DEPARTMENT NAME:** Department of Health and Human Services

**NAME OF RFP COORDINATOR:** Tom Charette

**NAMES OF EVALUATORS:** Heather Albert, Dara Fruchter, Sarah Grant, Rachel McLean,  
Liz Remillard

\*\*\*\*\*

**SUMMARY PAGE**

		<u>Points Awarded:</u>
<b><u>Numerical Score:</u></b>		
Section II. Organization Qualifications and Experience (Max: 25 Pts)		<b>22.00</b>
Section III. Proposed Services (Max: 40 Pts)		<b>35.00</b>
Section IV. Cost Proposal (Max: 35 Pts)		<b>34.63</b>
<b>TOTAL POINTS</b> (Max: 100 Points)		<b>91.63</b>



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Rinck Advertising

**DATE:** 10/19/2020

\*\*\*\*\*

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

**Total Points Available: 25**

**Score: 22.00**

\*\*\*\*\*

**Evaluation Team Comments:**

Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"><li>• Project examples were relevant to the requested services, specifically the Bidder has experience with substance use and maternal health campaigns.</li><li>• Have provided various services for the Department.</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• None proposed.</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• None.</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• Provided.</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Rinck Advertising

**DATE:** 10/19/2020

\*\*\*\*\*

**EVALUATION OF SECTION III  
Proposed Services**

**Total Points Available: 40**

**Score: 35.00**

\*\*\*\*\*

**Evaluation Team Comments:**

Section III. Proposed Services
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• Demonstrated an understanding of the target population and provided specific examples of methods of media to best reach the population. (i.e. Click to Text)</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• Demonstrated an understanding of the goals of the services.</li><li>• Indicated a partnership to conduct focus groups, however it is not clear if that will be part of the proposed approach for these services.</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• Provided examples of what reports would look like.</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• Provided a detailed implementation – work plan.</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Rinck Advertising

**DATE:** 10/19/2020

\*\*\*\*\*

**EVALUATION OF SECTION III  
Cost Proposal  
Price: Comparison with Lowest Bid**

**Total Points Available: 35**

**Score: 34.63**

\*\*\*\*\*

Lowest submitted Cost Proposal	÷	Cost Proposal being scored	x	Score Weight	=	Score
\$450,000.00	÷	\$454,750.00	x	35 points	=	34.63

**Evaluation Team Comments:**

- Did not define indirect expense or percentage.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Small Mammal Advertising

**DATE:** 10/19/2020

\*\*\*\*\*

**DEPARTMENT NAME:** Department of Health and Human Services

**NAME OF RFP COORDINATOR:** Tom Charette

**NAMES OF EVALUATORS:** Heather Albert, Dara Fruchter, Sarah Grant, Rachel McLean,  
Liz Remillard

\*\*\*\*\*

**SUMMARY PAGE**

		<u>Points Awarded:</u>
<b><u>Numerical Score:</u></b>		
Section II. Organization Qualifications and Experience (Max: 25 Pts)		<b>18.00</b>
Section III. Proposed Services (Max: 40 Pts)		<b>20.00</b>
Section IV. Cost Proposal (Max: 35 Pts)		<b>35.00</b>
<b>TOTAL POINTS</b> (Max: 100 Points)		<b>73.00</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Small Mammal Advertising

**DATE:** 10/19/2020

\*\*\*\*\*

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

**Total Points Available: 25**

**Score: 18.00**

\*\*\*\*\*

**Evaluation Team Comments:** The Bidder did not provide File #1.

Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"><li>• Provided examples of previous campaign work.</li><li>• Two of the three project examples were relevant to the requested services.</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• None proposed.</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• None.</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• Provided.</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Small Mammal Advertising

**DATE:** 10/19/2020

\*\*\*\*\*

**EVALUATION OF SECTION III  
Proposed Services**

**Total Points Available: 40**

**Score: 20.00**

\*\*\*\*\*

**Evaluation Team Comments:**

- Proposal was not presented in a format which reflected the respective header titles.
- Provided limited details related to the specific resources, methods and/or strategies to be utilized during service delivery.

Section III. Proposed Services
1. Services to be Provided (Part II)
A. General Requirements
• Did not provide methods for reaching the target population.
B. Strategic Communications Plan Requirements
• Did not address outreach, stakeholder engagement or partnerships.
C. Reports
• Did not address reporting requirements as part of this section however discussed the reports within the implementation – work plan.
2. Implementation Work Plan
• Clear outline of the plan of activities but did not include the persons or positions responsible for complete the tasks.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Small Mammal Advertising

**DATE:** 10/19/2020

\*\*\*\*\*

**EVALUATION OF SECTION III  
Cost Proposal  
Price: Comparison with Lowest Bid**

**Total Points Available: 35**

**Score: 35.00**

\*\*\*\*\*

Lowest submitted Cost Proposal	÷	Cost Proposal being scored	x	Score Weight	=	Score
\$450,000.00	÷	\$450,000.00	x	35 points	=	35.00

**Evaluation Team Comments:**

- Provided limited detail.
- Did not provide an indirect expense or percentage.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Warp + Weft LLC

**DATE:** 10/19/2020

\*\*\*\*\*

**DEPARTMENT NAME:** Department of Health and Human Services

**NAME OF RFP COORDINATOR:** Tom Charette

**NAMES OF EVALUATORS:** Heather Albert, Dara Fruchter, Sarah Grant, Rachel McLean,  
Liz Remillard

\*\*\*\*\*

**SUMMARY PAGE**

		<u>Points Awarded:</u>
<b><u>Numerical Score:</u></b>		
Section II. Organization Qualifications and Experience (Max: 25 Pts)		<b>21.00</b>
Section III. Proposed Services (Max: 40 Pts)		<b>25.00</b>
Section IV. Cost Proposal (Max: 35 Pts)		<b>34.62</b>
<b>TOTAL POINTS</b> (Max: 100 Points)		<b>80.62</b>



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Warp + Weft LLC

**DATE:** 10/19/2020

\*\*\*\*\*

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

**Total Points Available: 25**

**Score: 21.00**

\*\*\*\*\*

**Evaluation Team Comments:**

Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"><li>• Provided relevant project examples.</li><li>• Experience working with provider organizations.</li><li>• Limited experience with public health/awareness campaigns.</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• Proposing to utilize five (5) subcontractors for creative/multimedia activities.</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• None.</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• Commercial and Professional Liability insurance expired as of 8/1/2020.</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Warp + Weft LLC

**DATE:** 10/19/2020

\*\*\*\*\*

**EVALUATION OF SECTION III  
Proposed Services**

**Total Points Available: 40**

**Score: 25.00**

\*\*\*\*\*

**Evaluation Team Comments:**

Section III. Proposed Services
1. Services to be Provided (Part II)
A. General Requirements
• Met requirements.
B. Strategic Communications Plan Requirements
• Focus on advertising and photography.
• Did not provide specific examples for reaching the target population.
C. Reports
• Met requirements.
2. Implementation Work Plan
• Met requirements.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER:** Warp + Weft LLC

**DATE:** 10/19/2020

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**EVALUATION OF SECTION III  
Cost Proposal  
Price: Comparison with Lowest Bid**

**Total Points Available: 35**

**Score: 34.62**

\*\*\*\*\*

Lowest submitted Cost Proposal	÷	Cost Proposal being scored	x	Score Weight	=	Score
\$450,000.00	÷	\$455,000.00	x	35 points	=	34.62

**Evaluation Team Comments:**

- Did not provide indirect expense or percentage.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** JSI Research and Training Institute

**DATE:** 10/13/2020

**EVALUATOR NAME:** Heather Albert

**EVALUATOR DEPARTMENT:** DHHS Financial Management Services, Division of  
Program and Fiscal Coordination

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• <b>P-</b> Company has been around for a long time and has much experience in the healthcare industry performing communication and marketing services.</li><li>• <b>P-</b> Prior communication campaign in New Hampshire addressing substance abuse in women/mothers</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• n/a</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• <b>Q-</b> Only one litigation statement provided without a date referenced. Appears minor and unrelated to this RFP</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• Met requirements</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

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**BIDDER NAME:** JSI Research and Training Institute

**DATE:** 10/13/2020

**EVALUATOR NAME:** Heather Albert

**EVALUATOR DEPARTMENT:** DHHS Financial Management Services, Division of  
Program and Fiscal Coordination

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• <b>P-</b> Company appears to be experienced with the general requirements and has worked on similar campaigns for the State of New Hampshire</li><li>• <b>I-</b> Company has prior experience and knowledge marketing to individuals with OUD</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• <b>P-</b> Company laid out a four-step plan for the strategic communication plan that meets the requirements</li><li>• <b>P-</b> Company suggested a five-phase approach for social marketing campaigns to target several audiences</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• <b>P-</b> Staff member identified who will be supplying the reports</li><li>• <b>I-</b> Staff member is a Certified Scrum Master</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• <b>P-</b> List of staff provided with roles proposed for the project</li><li>• <b>P-</b> Completed the Implementation – Work Plan in required format, provided intricate details and timing appears reasonable</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** JSI Research & Training, Inc.

**DATE:** 10/14/2020

**EVALUATOR NAME:** Dara Fruchter

**EVALUATOR DEPARTMENT:** ME CDC

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
• P
2. Subcontractors
• P
3. Litigation
• P
4. Certificate of Insurance
• P

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** JSI Research & Training, Inc.

**DATE:** 10/14/2020

**EVALUATOR NAME:** Dara Fruchter

**EVALUATOR DEPARTMENT:** ME CDC

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• P; strong on marketing research; weak examples of creative work; underwhelming and not memorable.</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• P</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• P</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• P</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** JSI

**DATE:** 10/11/2020

**EVALUATOR NAME:** Sarah Grant

**EVALUATOR DEPARTMENT:** DHHS/OMS

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• P – A lot of relevant experience with targeted audiences and subject matter</li><li>• P – Health equity focus, language access</li><li>• P – Government experience</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• N/A</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• Q – copyright infringement suit (TickCheck device)</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• P</li></ul>



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** JSI

**DATE:** 10/11/2020

**EVALUATOR NAME:** Sarah Grant

**EVALUATOR DEPARTMENT:** DHHS/OMS

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• P – staffing plan, background, approach</li><li>• P – MaineMOM Ambassadors in each geographic area</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• P- audience-centered approach</li><li>• Q- inclusion of working with WIC, HeadStart, expansion</li><li>• P- all requirements provided, but</li><li>• Q – light on the details of what will be provided (e.g. social?)</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• P – all required reports will be provided</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• P – detailed by each phase in the project</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** JSI Research & Training Institute

**DATE:** October 13, 2020

**EVALUATOR NAME:** Rachel McLean

**EVALUATOR DEPARTMENT:** Office of MaineCare Services

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• P- Experience with crafting social marketing campaigns, strategic communication approaches, building capacity of clients, utilizing social media, and evaluating communications</li><li>• P- Understand landscape of public health</li><li>• P- Recent behavior change projects include work on topics such as: maternal alcohol and marijuana use prevention, tobacco prevention and control, young adult binge-drinking prevention, child maltreatment, youth sex trafficking, opioid and substance misuse, home visiting, immunizations, and medication assisted treatment.</li><li>• P- Plan of safe care for NH</li><li>• P- Eat sleep console</li></ul>
2. Subcontractors
3. Litigation
<ul style="list-style-type: none"><li>• I- Lawsuit for copyright infringement</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• Has insurance</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** JSI Research & Training Institute

**DATE:** October 13, 2020

**EVALUATOR NAME:** Rachel McLean

**EVALUATOR DEPARTMENT:** Office of MaineCare Services

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• P- 40 years conducting research, evaluation, and communication projects.</li><li>• P- (1) review existing medication assisted treatment (MAT) models in NH and other states</li><li>• P- will align plan strategies</li><li>• I- JSI will research MaineMOM's voice, defining what potential clients currently expect of MaineMOM services when they visit your websites and view your materials, and what attributes your priority audience will associate with your brand.</li><li>• P- Anyone. Anytime NH- Opioid Public awareness campaign</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• I- Website</li><li>• P- 5 stage planning</li><li>• P-The Vermont (VT) Substance Use and Pregnancy Formative Evaluation project is a recent example in which we used multiple modes of data collection and analysis to inform message creation and information for providers.</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• Q-JSI's domestic division manages over 250 projects, ranging from short-term initiatives with two to three key staff, to multimillion dollar, multi-year projects with many staff and subcontractor agencies.</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>•</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** JSI Research & Training Institute, Inc.

**DATE:** 10/13/2020

**EVALUATOR NAME:** Liz Remillard

**EVALUATOR DEPARTMENT:** DHHS/OMS

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• <b>P – Experience with Maternal SU initiatives, e.g. NH Communication Subgroup for Perinatal Substance Exposure Task Force</b></li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• N/A</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• 1 Settled Suit for copyright infringement</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• Met Requirements</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

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**BIDDER NAME:** JSI Research & Training Institute, Inc.

**DATE:** 10/13/2020

**EVALUATOR NAME:** Liz Remillard

**EVALUATOR DEPARTMENT:** DHHS/OMS

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
• <b>P – Experienced with requirements for communication and usability</b>
B. Strategic Communications Plan Requirements
• <b>I – 5 Phase approach to planning and delivery</b>
• <b>P – MOM Ambassadors in geographic regions</b>
C. Reports
• <b>P – Identified approach for project management</b>
2. Implementation Work Plan
• Clear, identified plan for implementation during initial performance period

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Matter Communications

**DATE:** 10/13/2020

**EVALUATOR NAME:** Heather Albert

**EVALUATOR DEPARTMENT:** DHHS Financial Management Services, Division of  
Program and Fiscal Coordination

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• <b>P-</b> Company has been around for 17 years and has expanded during this time.</li><li>• <b>P-</b> Worked to market an addiction treatment provider to raise awareness of their company and their services</li><li>• <b>N-</b> Repeated sentences and similar language under Staying On Top Of the PR/Digital Landscape</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• n/a</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• <b>N-</b> Did not provide information</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• Met requirements</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** Matter Communications

**DATE:** 10/13/2020

**EVALUATOR NAME:** Heather Albert

**EVALUATOR DEPARTMENT:** DHHS Financial Management Services, Division of  
Program and Fiscal Coordination

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• <b>P-</b> Company appears to be experienced with the general requirements and has provided a strategy to meet the general requirements</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• <b>N-</b> Company did not specifically spell this section out</li><li>• <b>N-</b> Company did not address areas identified in this section of the RFP, such as addressing enhancing existing communication tools to pregnant women and mothers</li><li>• <b>P-</b> Company provided strategies for communication</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• <b>N-</b> Did not provide prescribed layout as required in the RFP nor did they discuss the reports</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• <b>N-</b> Did not break out implementation work plan as prescribed in the RFP</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Matter Communications

**DATE:** 10/14/2020

**EVALUATOR NAME:** Dara Fruchter

**EVALUATOR DEPARTMENT:** ME CDC

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
• Baseline OK
2. Subcontractors
• All in-house
3. Litigation
• Info not provided
4. Certificate of Insurance
• None attached



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** Matter Communications

**DATE:** 10/14/2020

**EVALUATOR NAME:** Dara Fruchter

**EVALUATOR DEPARTMENT:** ME CDC

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
• Baseline OK visually engaging
B. Strategic Communications Plan Requirements
• Baseline OK
C. Reports
• Needed more detail
2. Implementation Work Plan
• Needed more substance

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Matter Communication

**DATE:** 10/11/20

**EVALUATOR NAME:** Sarah Grant

**EVALUATOR DEPARTMENT:** DHHS/OMS

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
• P - provided
2. Subcontractors
• N/A
3. Litigation
• N – did not provide
4. Certificate of Insurance
• P - provided

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Matter Communication

**DATE:** 10/11/20

**EVALUATOR NAME:** Sarah Grant

**EVALUATOR DEPARTMENT:** DHHS/OMS

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• Q – did not mention comms plan w/in 14 days, implement w/in 30</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• Q – mentioned some specifics (PR campaign, organic social), but highly generic</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• Q – mentioned reports but not tied back to RFP requirement</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• N – did not provide</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Matter Communications

**DATE:** October 13, 2020

**EVALUATOR NAME:** Rachel McLean

**EVALUATOR DEPARTMENT:** Office of MaineCare Services

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• P- Videographers, graphic designers, copywriters, specialty media strategists and social media staff.</li><li>• I-. You either adapt or you fall by the digital wayside. If you get hired at Matter, you will be smart, savvy about all things digital, and able to communicate ideas and accompanying metrics with clients. Our clients want the very best of our teams, and our teams demand it of one another.</li><li>• Spectrum Health Systems- Opioid</li></ul>
2. Subcontractors
3. Litigation
<ul style="list-style-type: none"><li>• None</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• Have it</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** Matter Communications

**DATE:** October 13, 2020

**EVALUATOR NAME:** Rachel McLean

**EVALUATOR DEPARTMENT:** Office of MaineCare Services

\*\*\*\*\*

Section III. Proposed Services (File #3) P- like the presentation set up
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• P-Create, Develop, Identify, Sustain</li><li>• N- Sustain</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• P- We will optimize social media channels to increase followers and gain awareness by posting relevant content that will encourage users to engage.</li><li>• P-Ads</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• .</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>•</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Matter Communications

**DATE:** 10/13/2020

**EVALUATOR NAME:** Liz Remillard

**EVALUATOR DEPARTMENT:** DHHS/OMS

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
• Projects identified are small scope and scale
2. Subcontractors
• N/A
3. Litigation
• N/A
4. Certificate of Insurance
• Met Requirements

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Matter Communications

**DATE:** 10/13/2020

**EVALUATOR NAME:** Liz Remillard

**EVALUATOR DEPARTMENT:** DHHS/OMS

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• <b>N – Image choice on page 4 shows stigmatizing, insensitive imagery</b></li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• <b>I – Organic Social Approach</b></li><li>• <b>P – Suggested specific media approaches</b></li></ul>
C. Reports
<ul style="list-style-type: none"><li>• <b>Did not address specific reports</b></li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• General plan of 3 month and 6-month activities for initial performance period</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Park Circle Technologies

**DATE:** 10/14/2020

**EVALUATOR NAME:** Heather Albert

**EVALUATOR DEPARTMENT:** DHHS Financial Management Services, Division of  
Program and Fiscal Coordination

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• <b>P-</b> Company has been around for twelve years</li><li>• <b>N-</b> Examples of past projects appears small in scope and focused in veteran affairs/military, not healthcare</li><li>• <b>I-</b> Won a 1-year advertising award in the teaming agreement with another agency</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• <b>Q-</b> They intend to use subcontractors from out of state, although one did not contain the address</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• <b>P-</b> Responded no litigation past or present</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• Met requirements</li></ul>



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** Park Circle Technologies

**DATE:** 10/14/2020

**EVALUATOR NAME:** Heather Albert

**EVALUATOR DEPARTMENT:** DHHS Financial Management Services, Division of  
Program and Fiscal Coordination

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• <b>P-</b> Company provided a plan to address the general requirements</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• <b>P-</b> Company provided a strategic communications plan</li><li>• <b>N-</b> It did not appear that the company understands the exact services required in this RFP</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• <b>N-</b> Did not address specific reporting requirements</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• <b>P-</b> Completed the Implementation – Work Plan in required format</li><li>• <b>N-</b> Very high level</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Park Circle Technologies

**DATE:** 10/14/2020

**EVALUATOR NAME:** Dara Fruchter

**EVALUATOR DEPARTMENT:** ME CDC

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
• N – copy typeface difficult to read
2. Subcontractors
• N – relies on
3. Litigation
•
4. Certificate of Insurance
• P

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** Park Circle Technologies

**DATE:** 10/14/2020

**EVALUATOR NAME:** Dara Fruchter

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\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• Begin with using type that's hard to read; language not consistent</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• N – predictable; too narrow</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• N</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• N – weak, not well-thought out; sample visuals not memorable; poor type use</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Park Circle Technologies

**DATE:** 10/11/20

**EVALUATOR NAME:** Sarah Grant

**EVALUATOR DEPARTMENT:** DHHS, OMS

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
• P – provided, focused on veteran/military
2. Subcontractors
• P – listed 2 (iheart media, sctroc)
3. Litigation
• N – did not provide
4. Certificate of Insurance
• P – provided

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** Park Circle Technologies

**DATE:** 10/11/20

**EVALUATOR NAME:** Sarah Grant

**EVALUATOR DEPARTMENT:** DHHS, OMS

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
• N - generic
B. Strategic Communications Plan Requirements
• N - generic
C. Reports
• Q – included but not in format requested
2. Implementation Work Plan
• P - provided

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Park Circle Technologies

**DATE:** October 13, 2020

**EVALUATOR NAME:** Rachel McLean

**EVALUATOR DEPARTMENT:** Office of MaineCare Services

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• Running for 2 years</li><li>• P- Purpose built to quickly deliver experience and solutions for clients/ Understands each clients problem and develops a solution around it.</li><li>• Q- Chain- Make a conversion with your brand ambassador</li><li>• N- no SUD experience</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• I- iHeartMedia</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• None</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• Has it</li></ul>

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**BIDDER NAME:** Park Circle Technologies

**DATE:** October 13, 2020

**EVALUATOR NAME:** Rachel McLean

**EVALUATOR DEPARTMENT:** Office of MaineCare Services

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• P- This campaign's overall goal is to increase the awareness of and enrollment in MaineMOM services.</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• Facebook</li><li>• Instragram</li><li>• Twitter</li><li>• Snapchat</li><li>• Youtube</li><li>• Radio Broadcast</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• Prepare a consolidated report from all channels</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>•</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Park Circle Technologies LLC

**DATE:** 10/13/2020

**EVALUATOR NAME:** Liz Remillard

**EVALUATOR DEPARTMENT:** DHHS/OMS

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
• <b>N – No identified scope of work with identified populations</b>
2. Subcontractors
• 2 subcontractors listed with focuses on national media providers and Government marketing campaigns
3. Litigation
• N/A
4. Certificate of Insurance
• Met Requirements



**STATE OF MAINE  
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**BIDDER NAME:** Park Circle Technologies LLC

**DATE:** 10/13/2020

**EVALUATOR NAME:** Liz Remillard

**EVALUATOR DEPARTMENT:** DHHS/OMS

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>Identified a social media campaign to fulfill RFP request and partnerships with subcontractors to fulfill radio and press maintenance</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li><b>N – No specifics to MaineMOM identified population</b></li></ul>
C. Reports
<ul style="list-style-type: none"><li>Did not address specific reports</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>General plan of activities for initial performance period</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Results Marketing & Design, Inc.

**DATE:** 10/14/2020

**EVALUATOR NAME:** Heather Albert

**EVALUATOR DEPARTMENT:** DHHS Financial Management Services, Division of  
Program and Fiscal Coordination

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• <b>P-</b> Company resides in Maine and has a 21-year history as an agency</li><li>• <b>P-</b> State of Maine government experience</li><li>• <b>N-</b> Examples of past projects appears small in scope and focused in veteran affairs/military, not healthcare</li><li>• <b>I-</b> Won a 1-year advertising award in the teaming agreement with another agency</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• n/a – not utilizing subcontractors</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• <b>P-</b> Responded no litigation past or present</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• Met requirements</li></ul>

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**DATE:** 10/14/2020

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**EVALUATOR DEPARTMENT:** DHHS Financial Management Services, Division of  
Program and Fiscal Coordination

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• <b>P-</b> Company provided a plan to address the general requirements</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• <b>P-</b> Company provided a strategic communications plan</li><li>• <b>P-</b> Company provided a very detailed</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• <b>P-</b> Company provided dates for most reports to be submitted</li><li>• <b>N-</b> Company did not address the specific request for MOM Marketing Effectiveness Report</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• <b>P-</b> Completed the Implementation – Work Plan in required format</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Results Marketing and Design, Inc. dba Ethos

**DATE:** 10/13/2020

**EVALUATOR NAME:** Dara Fruchter

**EVALUATOR DEPARTMENT:** ME CDC

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
• P – very comprehensive, historically strong org; they KNOW Maine
2. Subcontractors
• P – 100% employee owned; all services in-house
3. Litigation
• P - none
4. Certificate of Insurance
• P

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**DATE:** 10/13/2020

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**EVALUATOR DEPARTMENT:** ME CDC

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• P – excellent; reflect deep understanding of audience(s) &amp; how to reach them</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• P – extremely well organized/written; understand the power of visual storytelling; *smartphone is key for these Moms*; they know what's important</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• P – very, very well thought-out; easy to read their projection</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• P – Excellent presentation; well written, engaging</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Results Marketing

**DATE:** 10/18/20

**EVALUATOR NAME:** Sarah Grant

**EVALUATOR DEPARTMENT:** DHHS, OMS

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• P – relevant experience includes SAMHS (naloxone public awareness campaign), Maine SnapEd, MaineCare telehealth/enrollment</li><li>• P – provided comprehensive background on company including full team</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• N/A</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• N/A</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• provided</li></ul>

**STATE OF MAINE  
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**DATE:** 10/18/20

**EVALUATOR NAME:** Sarah Grant

**EVALUATOR DEPARTMENT:** DHHS, OMS

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• P – provided specific detail about how comm plan will be developed and specific activities that will fall under each area (e.g. focus groups for 60 mins)</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• P – included specific references to key stakeholders/partners and how they will be engaged with throughout various points of the campaign</li><li>• P – details on the creative execution included</li><li>• P – included specific engagement with tribes and POC</li><li>• P – online mom focus group, including incentives for participation</li><li>• P – included details beyond initial performance period</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• P – provided – monthly marketing effectiveness campaign, progress reports, and ad hoc reports</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• P – provided detail work plan incl. dates and responsible parties.</li></ul>

**STATE OF MAINE  
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**RFP #:** 202007123

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**BIDDER NAME:** Results Marketing & Design Inc dba Ethos

**DATE:** OCTOBER 14, 2020

**EVALUATOR NAME:** Rachel McLean

**EVALUATOR DEPARTMENT:** Office of MaineCare Services

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Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• Behavior change experience</li><li>• DHHS work</li><li>• Northern Light- Acadia</li><li>• P- Naloxone Awareness Campaign</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• None</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• None</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• New</li></ul>



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Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• Experience with Low-Income Moms</li><li>•</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• External outreach/ provider outreach</li><li>• Internal- Leadership from CradleME, Maine Families Home Nursing, Public Health Nursing, Child Protective Services, WIC and Head Start.</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• P- Monthly Reports of reach and engagement</li><li>•</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• Met requirements</li></ul>

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**BIDDER NAME:** Results Marketing & Design, Inc. d/b/a Ethos

**DATE:** 10/13/2020

**EVALUATOR NAME:** Liz Remillard

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
• <b>P – Specific examples of marketing and outreach around substance use experience</b>
2. Subcontractors
• N/A
3. Litigation
• N/A
4. Certificate of Insurance
• Met Requirements

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**DATE:** 10/13/2020

**EVALUATOR NAME:** Liz Remillard

**EVALUATOR DEPARTMENT:** DHHS/OMS

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Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• Addressed all aspects of General Requirements</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• <b>P – Detailed outreach plan for stakeholder engagement and involvement</b></li><li>• Outlined all performance periods as a part of Strategic Communications</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• Addressed reporting within Strategic Communications Plan and Implementation Work Plan</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• Clear outline and plan of activities for initial performance period</li></ul>

**STATE OF MAINE  
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**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Rinck Advertising

**DATE:** 10/18/2020

**EVALUATOR NAME:** Heather Albert

**EVALUATOR DEPARTMENT:** DHHS Financial Management Services, Division of  
Program and Fiscal Coordination

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**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• <b>P-</b> Company resides in Maine</li><li>• <b>P-</b> State of Maine government experience</li><li>• <b>P-</b> Experience with marketing to target audience of this RFP</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• n/a – not utilizing subcontractors</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• <b>P-</b> Responded no litigation past or present</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• Met requirements</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** Rinck Advertising

**DATE:** 10/18/2020

**EVALUATOR NAME:** Heather Albert

**EVALUATOR DEPARTMENT:** DHHS Financial Management Services, Division of  
Program and Fiscal Coordination

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• <b>P-</b> Company provided a plan to address the general requirements</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• <b>P-</b> Company provided a strategic communications plan</li><li>• <b>P-</b> Solid understanding of the target audience and goals of the program</li><li>• <b>P-</b> Addressed assessing currently communication tools as required in the proposal</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• <b>P-</b> Company provided timeline for reports</li><li>• <b>P-</b> Company provided snapshot of their dashboard which tracks real-time stats to measure results</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• <b>P-</b> Completed the Implementation – Work Plan in required format</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** Rinck Advertising

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**EVALUATOR DEPARTMENT:** ME CDC

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**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• P – Strong in-house org; they KNOW Maine; they have track record with CDC; strong understanding of pregnant women and mothers living with SUD.</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• P – all services in-house</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• P – none at this time</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• P</li></ul>

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**EVALUATOR NAME:** Dara Fruchter

**EVALUATOR DEPARTMENT:** ME CDC

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
• P – excellent; have worked with this audience before
B. Strategic Communications Plan Requirements
• P – very comprehensive
C. Reports
• P – general overview; flexible
2. Implementation Work Plan
• P – Excellent presentation; they know State systems

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**DATE:** 10-18-20

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**EVALUATOR DEPARTMENT:** DHHS, OMS

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**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• P – detailed organizational background and relevant experience</li><li>• P – relevant experience working w/ ME CDC on Rx drug misuse, MaineHealth on prenatal tobacco use</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• N/A</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• P – No current litigation</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• P</li></ul>



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Rinck Advertising

**DATE:** 10-18-20

**EVALUATOR NAME:** Sarah Grant

**EVALUATOR DEPARTMENT:** DHHS, OMS

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• P – all required elements included</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• P – Provided details and examples of work that will be done, broken down to target audience and associated tactic/platform.</li><li>• P – utilizing click-to-call action (based on previous success w/ similar audiences)</li><li>• P – engaging moms in treatment/recovery to provide input on materials</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• P – all requirements included</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• P – detailed work plan, beyond initial performance period.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Rinck Advertising

**DATE:** October 15, 2020

**EVALUATOR NAME:** Rachel McLean

**EVALUATOR DEPARTMENT:** Office of MaineCare Services

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
• SUD/ Tobacco and Infants
•
2. Subcontractors
• None
3. Litigation
• None
4. Certificate of Insurance
• New

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

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**BIDDER NAME:** Rinck Advertising

**DATE:** October 15, 2020

**EVALUATOR NAME:** Rachel McLean

**EVALUATOR DEPARTMENT:** Office of MaineCare Services

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• P- goal is to increase the number of women and mothers who seek treatment for OUD</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• External outreach/ provider outreach</li><li>• Internal- Leadership from CradleME, Maine Families Home Nursing, Public Health Nursing,</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• P- We monitor website analytics and campaign-related results. We provide a real-time analytics dashboard to track key performance indicators (KPIs), including but not limited to: overall traffic; bounce rate; traffic sources; and new and returning visitors (including a real time site counter)</li><li>• Participate in Monthly Calls/ Progress Reports and Effectiveness Report</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• Met Requirements</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Rinck Advertising

**DATE:** 10/13/2020

**EVALUATOR NAME:** Liz Remillard

**EVALUATOR DEPARTMENT:** DHHS/OMS

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**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
• <b>P – Specific examples of marketing and outreach around substance use and maternal health experience</b>
2. Subcontractors
• N/A
3. Litigation
• N/A
4. Certificate of Insurance
• Met Requirements

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**EVALUATOR DEPARTMENT:** DHHS/OMS

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Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• <b>P - Addressed all aspects of General Requirements and specifically recommended media approaches for MOM populations</b></li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• <b>Q – Offers partnership with Market Decisions Research Group to Moderate Online and in-person focus groups, do they plan to subcontract?</b></li><li>• <b>P – Clear Communications Plan proposed targeting MaineMOM identified populations</b></li></ul>
C. Reports
<ul style="list-style-type: none"><li>• Addressed reporting within Strategic Communications Plan and Implementation Work Plan</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• Clear outline and plan of activities for all performance periods</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Small Mammal Advertising

**DATE:** 10/18/2020

**EVALUATOR NAME:** Heather Albert

**EVALUATOR DEPARTMENT:** DHHS Financial Management Services, Division of  
Program and Fiscal Coordination

\*\*\*\*\*

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**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• N- File 1 not provided, uncertain where they are located</li><li>• N- Two of the three projects provided were small in scope and unrelated to current RFP proposal</li><li>• P- One project for the State of Vermont for pregnant women with substance abuse</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• n/a – not utilizing subcontractors</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• P- Responded no litigation past or present</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• Met requirements</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** Small Mammal Advertising

**DATE:** 10/18/2020

**EVALUATOR NAME:** Heather Albert

**EVALUATOR DEPARTMENT:** DHHS Financial Management Services, Division of  
Program and Fiscal Coordination

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• <b>P-</b> Company provided a plan to address the general requirements</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• <b>N-</b> Did not address key components in the proposal as required</li><li>• <b>N-</b> High level information provided without much substance</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• <b>P-</b> Company provided timeline for reports</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• <b>P-</b> Completed the Implementation – Work Plan in required format</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Small Mammal Advertising

**DATE:** 10/14/2020

**EVALUATOR NAME:** Dara Fruchter

**EVALUATOR DEPARTMENT:** ME CDC

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**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
• I – they let their work speak for them; very strong
2. Subcontractors
• P – all services in-house
3. Litigation
• P
4. Certificate of Insurance
• P



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**DATE:** 10/14/2020

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**EVALUATOR DEPARTMENT:** ME CDC

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
• P – very strong
B. Strategic Communications Plan Requirements
• P – solid; understand open-ended nature of the process very well
C. Reports
• P – general overview, they understand importance of asking the RIGHT questions
2. Implementation Work Plan
• P – solid and flexible; understand the process changes and allow for that

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Small Mammal

**DATE:** 10-18-20

**EVALUATOR NAME:** Sarah Grant

**EVALUATOR DEPARTMENT:** DHHS, OMS

\*\*\*\*\*

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**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• P – provided relevant examples (State of VT HIE &amp; Dept of Health SUD during pregnancy)</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• N/A</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• P – no litigation</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• P</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**DATE:** 10-18-20

**EVALUATOR NAME:** Sarah Grant

**EVALUATOR DEPARTMENT:** DHHS, OMS

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Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• N – Did not specify communications plan / timing to</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• Q – provided general approach to how they would accomplish the activities but did not specify any concrete activities to help meet objectives, work w/ partners, etc.; approach is comprehensive but not enough detail</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• P – workplan mentions that there will be a marketing effectiveness report as well as other standard reports</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• P – provided with breakdown of client/vendor activities and general timeline.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** Small Mammal Advertising

**DATE:** October 15, 2020

**EVALUATOR NAME:** Rachel McLean

**EVALUATOR DEPARTMENT:** Office of MaineCare Services

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\*\*\*\*\*

**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
• Worked with Vermont on SUD during pregnancy
2. Subcontractors
• None
3. Litigation
• None
4. Certificate of Insurance
• Has general Liability

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** Small Mammal Advertising

**DATE:** October 15, 2020

**EVALUATOR NAME:** Rachel McLean

**EVALUATOR DEPARTMENT:** Office of MaineCare Services

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• Discovery &amp; analysis</li><li>• Strategic Communications Plan</li><li>• Messaging Strategy</li><li>• Ongoing analysis and reporting</li><li>•</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>•</li></ul>
C. Reports
<ul style="list-style-type: none"><li>•</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• N- didn't list who would be assigned to each section</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Small Mammal

**DATE:** 10/14/2020

**EVALUATOR NAME:** Liz Remillard

**EVALUATOR DEPARTMENT:** DHHS/OMS

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**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• Provided one example of marketing and outreach around substance use and maternal health experience</li><li>• <b>P-Provided clear samples of work in project description</b></li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• N/A</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• N/A</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• Met Requirements</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** Small Mammal

**DATE:** 10/14/2020

**EVALUATOR NAME:** Liz Remillard

**EVALUATOR DEPARTMENT:** DHHS/OMS

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• <b>N – Did not address all aspects of General Requirements and did not recommend media approaches for MOM populations</b></li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• <b>N – No clear identification on MOM Populations</b></li></ul>
C. Reports
<ul style="list-style-type: none"><li>• Addressed reporting within Implementation Work Plan</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• Clear outline and plan of activities for all performance periods</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Warp + Weft LLC

**DATE:** 10/19/2020

**EVALUATOR NAME:** Heather Albert

**EVALUATOR DEPARTMENT:** DHHS Financial Management Services, Division of  
Program and Fiscal Coordination

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**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• <b>P-</b> Company provided an overview of the organization</li><li>• <b>N-</b> All prior projects provided were small in scope and not similar in scope for work associated with this RFP</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• <b>P-</b> Company identified five subcontractors all located in Maine</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• <b>P-</b> Responded no litigation past or present</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• Met requirements</li></ul>



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Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• <b>P-</b> Company provided a plan to address the general requirements</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• <b>P-</b> Company addressed all components in the proposal as required</li><li>• <b>P-</b> Subcontractors would only be used if video production/professional photography will be needed</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• <b>P-</b> Company provided timeline for reports</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• <b>P-</b> Completed the Implementation – Work Plan in required format</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Warp & Weft LLC

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**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• P – Extremely Strong in-house org; they KNOW Maine; very strong understanding of pregnant women and mothers living with SUD</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• P – very strong; all are video-photography; all Maine based</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• P – none</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• P</li></ul>

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Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• P – excellent; know this population very well; previous work with OMS</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• P – extremely well done; impressive content; presentation visually and conceptually very strong</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• P – very well presented, comprehensive</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• P – extremely well done; they understand State systems</li></ul>

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**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• P – provided, some relevant experience</li><li>• Q – relevant experience w/ health care but more focused on branding</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• P – provided details on 6 different potential subcontractors</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• P – no current litigation</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• P – provided</li></ul>

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Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
• P – provided
B. Strategic Communications Plan Requirements
• P – provided
• P – consulting w/ women in treatment and recovery as part of learning process
C. Reports
• P
2. Implementation Work Plan
• P – detailed workplan provided

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**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• Experience with marketing campaigns to spread awareness around health conditions such as diabetes and heart disease, heart attack and stroke, obesity and substance abuse.</li><li>• Health Affiliates- served SUD counselors</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• Cre8iv Co (Production)</li><li>• Trademark (Production)</li><li>• 5 Subcontractors</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• None</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>•</li></ul>

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Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
<ul style="list-style-type: none"><li>• P- Including CradleME Referral System, Maine Families Home Visiting, Public Health Nursing, Maine's Plan of Safe Care, WIC, Head Start, MaineCare Expansion and make recommendations as to how best to leverage and/or incorporate these resources into the communications plan.</li><li>•</li><li>•</li></ul>
B. Strategic Communications Plan Requirements
<ul style="list-style-type: none"><li>• A lot of Advertising</li></ul>
C. Reports
<ul style="list-style-type: none"><li>•</li></ul>
2. Implementation Work Plan
<ul style="list-style-type: none"><li>• Met requirements</li></ul>

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**EVALUATOR DEPARTMENT:** DHHS/OMS

\*\*\*\*\*

**Instructions:** *The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Facilitator for this RFP.*

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**Individual Evaluator Comments:**

Section II. Organizational Qualification and Experience (File #2)
1. Overview of the Organization
<ul style="list-style-type: none"><li>• Work experience with Health care organizations, shows understanding patient facing materials and provider messaging</li></ul>
2. Subcontractors
<ul style="list-style-type: none"><li>• 5 Subcontractors listed, 3 Videographers, 2 Photographer</li></ul>
3. Litigation
<ul style="list-style-type: none"><li>• N/A</li></ul>
4. Certificate of Insurance
<ul style="list-style-type: none"><li>• Expired Commercial and Professional Liability</li></ul>



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202007123

**RFP TITLE:** Maternal Opioid Model Outreach and Marketing

**BIDDER NAME:** Warp + Weft LLC

**DATE:** 10/14/2020

**EVALUATOR NAME:** Liz Remillard

**EVALUATOR DEPARTMENT:** DHHS/OMS

\*\*\*\*\*

Section III. Proposed Services (File #3)
1. Services to be Provided (Part II)
A. General Requirements
• <b>Addressed all areas of General Requirements</b>
B. Strategic Communications Plan Requirements
• <b>P – Clear communication plan and addressed feedback loops and input needed by both the Department and the target audience</b>
C. Reports
• Addressed reporting clearly throughout Section III
2. Implementation Work Plan
• Clear outline and plan of activities for all performance periods



**STATE OF MAINE  
DEPARTMENT OF HEALTH AND HUMAN  
SERVICES**

**Janet T. Mills  
Governor**

**Jeanne M. Lambrew, Ph.D  
Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202007123  
RFP TITLE: Maternal Opioid Model Outreach and Marketing**

I, Heather Albert accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand that the evaluation process is to be conducted in an impartial manner. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

**I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the funding decision notices for public distribution.**

DocuSigned by:

*Heather Albert*

E5FE345579A9490...

10/7/2020

**Signature**

**Date**



**STATE OF MAINE  
DEPARTMENT OF HEALTH AND HUMAN  
SERVICES**

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Governor**

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Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202007123  
RFP TITLE: Maternal Opioid Model Outreach and Marketing**

I,   Dara Fruchter   accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

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DocuSigned by:  
*Dara Fruchter*  
4BC1606C27C7428...

10/7/2020

**Signature**

**Date**



**STATE OF MAINE  
DEPARTMENT OF HEALTH AND HUMAN  
SERVICES**

**Janet T. Mills  
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Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202007123  
RFP TITLE: Maternal Opioid Model Outreach and Marketing**

I,  Sarah Grant accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand that the evaluation process is to be conducted in an impartial manner. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

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DocuSigned by:  
*Sarah Grant*  
FF3156E5B730413...

10/7/2020

**Signature**

**Date**



**STATE OF MAINE  
DEPARTMENT OF HEALTH AND HUMAN  
SERVICES**

**Janet T. Mills  
Governor**

**Jeanne M. Lambrew, Ph.D  
Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202007123  
RFP TITLE: Maternal Opioid Model Outreach and Marketing**

I,  Rachel McLean  accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand that the evaluation process is to be conducted in an impartial manner. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

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DocuSigned by:  
*Rachel McLean*  
2702305671B4414

10/7/2020

**Signature**

**Date**



**STATE OF MAINE  
DEPARTMENT OF HEALTH AND HUMAN  
SERVICES**

**Janet T. Mills  
Governor**

**Jeanne M. Lambrew, Ph.D  
Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202007123  
RFP TITLE: Maternal Opioid Model Outreach and Marketing**

I,   Liz Remillard   accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

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DocuSigned by:  
A handwritten signature in blue ink that reads "Liz Remillard".  
7B7580E2DE4E47E

10/7/2020

**Signature**

**Date**